

<Planet Pulse>

Asia's Premiere Proprietary Panel



Asia Pacific as a market is undoubtedly large, disparate and downright mysterious! Getting an insight across several markets is extremely challenging given the multitude of languages, cultures and different levels of economic development.

’ Turn to Planet Pulse to provide you with the most reliable and trusted online panel in Asia. Our proven local expertise, combined with cultural and market intelligence will give you added confidence and edge in delivering results to your clients.

The Pulse Group is a multiple award-winning Research Process Outsourcing (RPO) company and the preferred vendor to more than 100 leading market research, media and consulting companies worldwide. Our online panel, Planet Pulse, is one of Asia's leading panels offering proven strengths in helping clients conduct research in Asia and Middle East.

Size Does Matter

In online research, size matters. Planet Pulse's **proprietary panels** cover 16 countries throughout Asia and the Middle East. From the Middle East to Japan and from China to New Zealand, we have it covered. Planet Pulse is your one stop shop for all your Asia and Middle East panel needs.

Fresh, Daily

Our panel is updated on a daily basis! Planet Pulse panels are recruited using native languages and sourced from diverse channels, both online and offline. Not fishing from the same ponds simply means authentic and more representative panels. Each panel has a double opt-in via our multi-lingual recruitment portal, www.planet-pulse.com

Hybrid B2B + B2C Panels

Every Planet Pulse panel completes an in-depth B2C and B2B profile through a rigorous registration process. Each is further profiled into business and interest groups (e.g. IT Professionals, CXOs, engineers, gamers, travellers, etc.). This means that our panels can be drilled down to a granular level to meet some of the most stringent criteria.

Motivated Panels

Planet Pulse rewards its panels with its currency called "Pulses" which can be used to redeem a host of valuable gifts. Panels are also connected via our community platforms like Planet Forum and Planet Blog, both highly popular amongst panelists. These platforms are also used for our qualitative studies.

Proven Strengths

- One-stop shop for Asian & Middle East panels
- B2B, B2C, Specialty panels
- Fresh sample daily
- Same day project launch possible



feel the pulse

Download our Panel Book
www.planet-pulse.com